Yearly Operational Plan

KEY GOALS: (Example: To provide 20 percent of XYZ's annual operating budget through unrestricted gifts.)

1. 

2. 

3. 

QUANTIFIABLE OBJECTIVES: (Example: To generate $570,000 in unrestricted gift revenue.)

Objective No. 1: 

Fundraising Strategies That Address Objective No. 1: (Note: You will need to develop an action plan that addresses each of your fundraising strategies in more detail.)

a) 

b) 

c) 

d) 

e) 

Objective No. 2: 

Fundraising Strategies That Address Objective No. 2:

a) 

b) 

c) 

d) 

e) 

Objective No. 3: 

Fundraising Strategies That Address Objective No. 3:

a) 

b) 

c) 

d) 

e) 

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Objective No. 4: _____________________________________________________________

Fundraising Strategies That Address Objective No. 4:

a) ____________________________________________________________
b) ____________________________________________________________
c) ____________________________________________________________
d) ____________________________________________________________
e) ____________________________________________________________

Objective No. 5: ____________________________________________________________

Fundraising Strategies That Address Objective No. 5:

a) ____________________________________________________________
b) ____________________________________________________________
c) ____________________________________________________________
d) ____________________________________________________________
e) ____________________________________________________________

Objective No. 6: ____________________________________________________________

Fundraising Strategies That Address Objective No. 6:

a) ____________________________________________________________
b) ____________________________________________________________
c) ____________________________________________________________
d) ____________________________________________________________
e) ____________________________________________________________